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ABSTRACT

In 1972 the University-Urban Interface Program (UUIP) of the University of Pittsburgh, a community service project, conducted 60 interviews with people living in the Pittsburgh area. These interviews focused upon the expectations people have of the university, how they get information about the university, and how they perceive the channels of communication between the university and the community. Although each of the segments of the general public stressed different news media as their source of general and university news, all of the groups made great use of television as a source of general news. It was also found that the general public are divided in their opinions as to the roles a university should play. Most of the respondents had a rather vague idea as to what is possible in terms of the contributions a university can make to society. It is concluded that if the community at large is to be asked to support the university, the community will have to be given a much broader understanding of the various possible roles a university might play. In addition, the community will also have to be made aware of what the ramifications are if the university assumes added roles or chooses not to become involved in some areas of endeavor. (Author/HS)

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# THE GENERAL PUBLIC VIEWS THE UNIVERSITY: A REPORT OF COMMUNITY INTERVIEWS

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## UNIVERSITY-URBAN INTERFACE PROGRAM

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# THE GENERAL PUBLIC VIEWS THE UNIVERSITY:

## A REPORT OF COMMUNITY INTERVIEWS

By Barbara Jameson, Ramsey Kleff,
and Liva Jacoby

March, 1973

This paper was prepared under the auspices of the University-Urban Interface Program; Principal Investigator, Albert C. Van Dusen, Secretary of the University; Director, Robert C. Brictson. The Buhl Foundation facilitated its completion by sponsoring the field interviews.

During the Summer of 1972, the University-Urban Interface Program conducted sixty interviews with people living in the Pittsburgh area. These hour-long interviews focused upon the expectations people have of the University, how they get information about the University, and how they perceive the channels of communication between the University and the community.

This report of the interviews should be viewed as one part of a larger research enterprise. UUIP has conducted random surveys of students and alumni, surveys of community leaders, interviews of University administrators, direct observation of University-community forums, and several other research projects focused upon University-community relations. UUIP has also had access to other recent studies of University-related populations.

The sixty interviews are reported here as a descriptive analysis. The sample was neither random nor large enough to make good use of inferential statistics. However, the personal interview approach did offer an opportunity to explore at length with people their ideas about the University. Those interviewed have been conceptualized as part of the "general public" in that they have no "internal relationship" with the University, i.e., neither they nor any of their close relatives have attended or been employed by the University. They are also a special part of the general public in that they do not directly mold opinion of the University (as opposed to media personnel and community leaders). The interviews were conducted with people representing five segments of the general public--Oakland residents, Oakland businessmen, blue-collar

workers, black residents of the Hill District, and white suburbanites.

These interviews point up the variety of ways people receive University news and interpret that news. Those who have some kind of direct experience with the University, such as local residents or business people, tend to interpret news articles about Pitt in light of their experiences with the University, experiences which have made many of them suspicious of the University's motivation in many activities. Therefore, any concerted effort on the part of the University to articulate its needs to its nearby neighbors will have to overcome past misunderstandings by working to build a trusting relationship.

Although each of the segments of the general public stressed different news media as their source of general and University news, all of the groups made great use of television as a source of general news, a medium still largely untapped as a communication channel for the University. The interviews with black residents of the Hill District brought out the point that many of them do not have access to the public press; however, many of these residents mentioned reading University publications, which they or their children pick up on campus. The University might consider making a wider distribution of some issues of University publications, especially issues most relevant to the black population.

Most of the respondents expressed a lack of information as to how to get their ideas to the University. Many could only suggest indirect means, such as public pressure through television, radio, the press, or civic organizations.

Although no clear picture of the expectations of the general public toward the University could be drawn from these interviews, one fact did emerge. The general public, like other constituents of the University, are divided in their opinions as to the roles a university should play. Most of the respondents of this general public sample had a rather vague idea as to what is possible in terms of the contributions a university can make to society. They felt that education is "good" and that the University of Pittsburgh is "doing a good job", but were unable to think of a university as anything more than a place to continue education beyond high school. The debate on the roles a university should play will undoubtedly continue within the walls of academia for a long time to come; however, if the community at large is to be asked to support the university, the community will have to be given a much broader understanding of the various possible roles a university might play. In addition, the community will also have to be made aware of what the ramifications are if the university assumes added roles or chooses not to become involved in some areas of endeavor.

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# THE GENERAL PUBLIC VIEWS THE UNIVERSITY: A REPORT OF COMMUNITY INTERVIEWS

Several trends of recent time have made the general public more aware of university activity and more scrutinizing of societal funds which are allotted to academic enterprise.

The first trend has been an increase in the proportion of people who attend college. Almost one-half of the high school graduates now enter some institution of higher education, which means, in turn, that many more families are aware of college activities. This increased enrollment has also created a need for more resources to support universities. Universities, such as Pitt, have had to depend more and more on public funds to maintain their institution. Just at the time universities most need the support of the tax-paying public, they have engendered conflict with communities through expansion into local neighborhoods, through demanding a larger slice of the tax dollar, and by an inability to control a sometimes rebellious student body.

A second major trend has been a questioning of the roles a university should perform. Various groups in society have challenged the universities not only to make its curriculum more relevant to modern problems but also to become more actively involved in alleviating the ills of urban life. This call for a service function in addition to the traditional teaching and research functions of the university has brought counter-charges of tampering with the quality and primary purposes of higher education.

The University of Pittsburgh is particularly vulnerable to such public scrutiny. Unlike some of its more cloistered sister institutions, Pitt is

located in the midst of an already-crowded urban environment. Both land and financial resources are minimal. Although local residents and businessmen are closely tied economically to the University, misunderstandings are bound to arise as the expanding University appears to be overwhelming the area. This same constraining urban environment also serves as a constant reminder to the University of growing urban problems and forces the University to come to grips with the question of the amount and nature of its resources it can give to help solve these problems.

One of the ways the University of Pittsburgh has sought to better understand these expanded relations between the University and the community is through an U.S. Office of Education-sponsored project called the University-Urban Interface Program (UUIP). Since April of 1970, UUIP has conducted research on the attitudes people have toward these relations and studied innovative programs which are providing University resources to help solve particular urban problems. It is hoped that this research can provide both factual information and insights to the decision-makers of Pitt and other universities.[1]

One of the areas upon which University-Urban Interface research has focused is the process of communication. For a community-university partnership to emerge and function well, knowledge and understanding of the existing problems on both sides is necessary. This can be attained only through effective and open communications between the two. For its part, the university must attempt not only to listen to its major constituencies, but to articulate its own goals and implementation problems. Community groups, in turn, must try to understand the variety of demands on the university as well as making clear their own needs. Only when a

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[1]Vice Chancellor for Program Development and Public Affairs, Proposal to Develop a Program of University-Urban Interface, Phase I, November, 1969.

continuous two-way flow of communication has been established, can it be expected that the university and the community can develop an understanding which will allow them to work together to forward their common interests.

The Methodology

UUIP research has conceptualized the University as having various constituencies, all of which have varying needs, many of which conflict with each other. The "internal" constituencies are students, administrators and staff, faculty, and trustees. "External" constituencies include community leaders, the public news media, and the general public. Filling a position between these two large categories are the alumni of the University. As of June, 1972, some data had been gathered on all of these constituencies by the UUIP staff or through sources to which the staff had direct access, except from that amorphous group known as "the general public". It was felt that some attempt needed to be made to fill this gap to complete the communication study of the UUIP project.

In order to better understand the communication process and its effects upon people's perceptions of the University, UUIP has employed several observational techniques. A content analysis has been made of all articles about the University appearing in a three-month period in the two city dailies, plus an analysis of articles from campus publications. This analysis categorized news articles on the basis of information and image projection, plus the major actors and activities involved in these news stories.[2]

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[2]Office of the Vice Chancellor for Program Development and Public Affairs, Research Report of Communications, Phase II, University of Pittsburgh: University-Urban Interface Program, June, 1971. The final Communications Report is in preparation for July, 1973 publication. The report of the original content analysis appears in the preliminary report. The 1972 readership survey was partially used as a validity check on that original content analysis.

The attitudes of students and alumni toward the University were examined in UUIP mailed questionnaires.[3] Another source of data is provided by questionnaires sent to community agency decision-makers as part of the Community Goals area of the UUIP program.[4] This program also conducted a series of forums in which community and University people exchanged ideas about community needs, and what role the University might play in relation to these needs. UUIP observers gathered systematic data from these forums, and a follow-up questionnaire further assessed the viability of this approach to problem-solving and communication between constituencies.[5] A recent UUIP-sponsored study of the economic impact of the University upon the community has added another dimension to the study of University-community relations.[6] The UUIP staff has also conducted many interviews with various University administrators related to these topics.

To complete this study of the communications process, the UUIP staff wanted to know what the general public thinks a university should be doing and how well they felt the University is doing these things. The research should also seek to learn through what source various groups in the community receive information about the University and how they interpret this information.

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[3]University-Urban Interface Program, Student Pre-Election Survey, November, 1970; Student Post-Election Survey, February, 1971; and Alumni Association Survey Questionnaire, May, 1972.

[4]Jiri Nehnevajsa, Pittsburgh Goals and Futures, University of Pittsburgh: University-Urban Interface Program, February, 1973.

[5]Martha K. Baum, Inter-Group Cooperation and Urban Problem-Solving: Observation on a Community Long-Range Goals Project, (preliminary draft), January, 1973; and J. Steele Gow and Leslie Salmon-Cox, A University and Its Community Confront Problems and Goals, University of Pittsburgh: University-Urban Interface Program, June, 1972.

[6]Educational Systems Research Group, The Impact of the University of Pittsburgh on the Local Community, University of Pittsburgh: University-Urban Interface Program, April, 1972.

The research aims for a study of the general public can be summarized as follows:

1. To ascertain the sources of information about the University used by various segments of the public and how they perceive and assess the information;
2. To explore these publics' expectations and evaluations of the role of the University; and
3. To learn about what, and how, these publics would communicate with the University.

Because the population focused upon in a study of the general public would be non-University of Pittsburgh, and in many cases, non-college, it was especially important that the University-oriented perceptions and expectations of the UUIP staff be minimized. A typical survey questionnaire is constrained by the alternatives to questions offered by the research staff (such as multiple choice or "agree-disagree") and by the questions the staff thinks are important to ask. For an understanding of the views of the general public and a knowledge of their communication resources, it seemed especially important to allow respondents to discuss issues in as unstructured a way as possible. The UUIP staff was also anxious to run a validity check on the categories used for the content analysis of news stories, i.e., would the general public categorize and code news similarly to the staff? It was therefore decided to approach the task with face-to-face interviews using an interview schedule that encouraged free discussion but which also included specific questions constructed by the staff. The interview consisted of three types of questions: multiple choices, that

matched questions from other UUIP surveys; open-ended discussion (including such issues as the impact of the University of Pittsburgh on the community, changes that might be made in University policy, and how to communicate with the University); and asking for reactions to selected newspaper articles they were asked to read. (See Appendix A, page 59)

The budget allotted for the project could cover sixty hour-long interviews. Because a random sample was deemed impractical and because "the general public" is rather an amorphous concept, it was decided to interview five segments of the general public, which seemed most relevant for UUIP research. Half of the sample consisted of businessmen and residents of the Oakland area surrounding the University. It was deemed important to listen to those whose daily lives are lived near the campus. This importance is magnified by the recent conflicts between the University and segments of the Oakland community over the physical expansion of the campus and the community's role in planning for future development of the campus.

Ten respondents were chosen from among blue-collar workers living outside of Oakland. This part of the public was considered to be of special interest because of the large number of students from blue-collar families. A special effort was made to match them ethnically with the Oakland resident sample, in order to compare the differences between similar populations whose major difference was location near to or removed from the campus.

Ten black residents of the Hill District were chosen because of the University's concern to meet special needs of the black population and because of the Hill District's proximity to the University.

The remaining ten persons in the sample are white suburbanites. They represent a part of the public which is geographically removed from the University but which has access to much of the same news media. The

suburban areas also serve as home to both students and employees of the University.

Although the interviews of the general public cannot be considered a random sample in the technical sense, every effort was made to choose respondents who would represent the spectrum of the population in their particular category. The various geographical sections of Oakland are represented and the other respondents are distributed throughout the Pittsburgh area. The one specific criteria for choice of respondent was that they or any member of their family not be employed by Pitt or attend classes at Pitt, now or in the past. The interviewers were also instructed not to interview their friends and to strive for a variety in age and occupation and to include males and females in their sample. Table 1 shows the distribution of the sample. Each of the segment samples are further described in the following section.

## Collecting the Data

Four interviewers were specially trained to follow the interview schedule and to make use of special cues to encourage discussion without "feeding the answer". (See Appendix B, page 71) The interviewing was carried out by two members of the UUIP staff plus two social workers who are experienced interviewers. The interviewers obtained their own respondents, following the guidelines set down by the project director. The interviews lasted from one to two hours, with the interviewer doing minimal writing during the interview and writing a more extensive report after completing the interview.

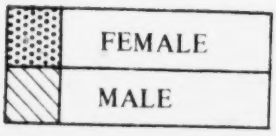


Table 1

AGE AND SEX DISTRIBUTION OF SAMPLE

BY CATEGORY

| AGE RANGE | SAMPLE CATEGORY | # INDIVIDUALS | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 20 - 35 | Oakland Residents | M | M | M | M | F | F | | | | |
| | Oakland Businessmen | M | M | M | M | M | M | M | M | | |
| | Hill District Blacks | F | F | F | F | F | | | | | |
| | Blue-Collar Non-Oakland Residents | M | M | M | M | M | F | F | | | |
| | White Suburbanites | M | F | F | F | F | | | | | |
| 36 - 60 | Oakland Residents | M | M | F | | | | | | | |
| | Oakland Businessmen | M | M | M | M | M | M | F | | | |
| | Hill District Blacks | M | F | F | F | | | | | | |
| | Blue-Collar Non-Oakland Residents | M | F | | | | | | | | |
| | White Suburbanites | M | M | M | M | F | | | | | |
| 60 - over | Oakland Residents | M | M | F | F | F | F | | | | |
| | Oakland Businessmen | | | | | | | | | | |
| | Hill District Blacks | M | | | | | | | | | |
| | Blue-Collar Non-Oakland Residents | M | | | | | | | | | |
| | White Suburbanites | | | | | | | | | | |

The interviews were conducted in the late Summer and early Fall of 1972. The interview included discussion of the University's campus expansion plans which had been discussed fairly extensively in the press and at meetings in Oakland. Of special concern during the Summer months was the fate of a downtown Oakland corner lot which the state had purchased for the University but which was now not needed for the building program. During the first week of interviewing, a story about a rock festival taking place in the University football stadium had caused some furor in the local community, and this came up during interviews. The University had also recently released a report on the economic impact of the University on the Pittsburgh area, and a discussion question was included to draw out opinion about Pitt's contributions to the local economy.

Part I of this report contains the descriptions of how Oakland residents and businessmen, blue-collar workers, Hill residents, and white suburbanites view the University. Included in the description is how the respondents said they receive information about the University and how they would communicate with the University. The readership aspect of the interview, that is, how the respondent categorized newspaper articles, is not included in this report but will be used for the final Communications Report. However, discussion stimulated by the reading of these news items has been used for this descriptive report. The Oakland reports have been written by the two UUIP staff members who conducted the interviews and the other reports have been written by them in consultation with the outside interviewers. Part II looks at the similarities and differences between these five segments of the general public and relates these findings to other studies of the UUIP Communications Project.

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# PART I

## HOW FIVE SEGMENTS OF THE GENERAL PUBLIC VIEW THE UNIVERSITY:

Oakland Businessmen

Oakland Residents

Black Residents of the Hill District

Blue-Collar Non-Oakland Residents

White Middle Class Suburbanites

## OAKLAND BUSINESSMEN

Ten businessmen from the Central Oakland business area, immediately adjacent to the Pitt campus, and five from the South Oakland area were interviewed for our survey. The names of the former were suggested by the executive director of the Oakland Chamber of Commerce, whereas the latter were contacted at random. The differentiation between the South and Central Oakland was made to elicit possible differences in opinions between the businessmen from the two areas, the southern area being further away from campus than the central part of Oakland. However, no major differences were found.

The interviewer went to the selected businessmen with a formal letter explaining the purpose of the sruvey and made appointments for interviews. None of the approached persons refused to participate. The sample has 14 males and one female and all are either owners or managers of their business. All of the businesses are in close relation to Pitt, both in terms of geography and in terms of economic ties. The great majority of respondents are members of the Chamber of Commerce. The University of Pittsburgh, as well as the two other Oakland-based educational institutions, are also members of the Chamber.

The interviews were held during business hours at the respondents' place of business. Many of the interviews were quite lengthy, with the businessmen being very anxious to discuss Pitt and general matters about education and research. Such interviews added rich detail to the respondents' opinions.

After the interview responses had been analyzed, a summary report was sent to all the participating businessmen.

## Assessment of Sources of News

The majority of interviewed businessmen use predominantly television and the public newspapers as sources for news in general. Half of these respondents mention the Chamber of Commerce as their main source of news and information about Pitt. As was mentioned earlier, Pitt has a representative in the Chamber who provides information about the University. The others hear about the University either through the public press or friends, some of which also might be members of the Chamber. The great majority found it difficult to assess the information sources in terms of their accuracy in reporting about Pitt, and most respondents said they did not know. One businessman, however, felt that printed information about the University always must be taken with a grain of salt, since Pitt officials often say one thing and do something else. Another said he thinks that what he reads about Pitt is more accurate than what he hears from friends, whereas another respondent expressed the opposite opinion.

To tap how "up-to-date" the respondents were regarding news about Pitt and what kind of news they remember, they were asked what recent news they had heard about Pitt. About half of the group mentioned the rock festival issue and four of the respondents thought of Pitt's handling of the corner property on Forbes-Bouquet. Both issues have been discussed recently and were of great concern to the businessmen at the particular time of the interview. A few commented on the way Pitt had handled its communication with the community concerning these two matters and felt that the business community had not been kept fully informed of University plans. To avoid this kind of situation, which often results in misunderstandings, one respondent suggested that Pitt send regular information

about its planned activities through television. There were some positive comments about a letter they had received from the Chancellor about the rock festival, as well as negative ones saying that the letter was too apologetic and demonstrated a "middle-of-the-road position" and was sent out "after the fact ".

Views on Higher Education and Pitt's Priorities

Generally speaking, the respondents very much emphasized the importance of higher education for the welfare and progress of society and the Pittsburgh community, and stressed the necessity to make education available to as many people as possible. A majority viewed the average American university as "doing as well as could be expected in educating its students". Several suggested that no more can be expected today when there is more to learn and when societal changes occur faster than in the past. Some respondents felt that the students constitute the problem and that many do not belong in the university. Three respondents said, however, that in their opinion, the fault is with the universities because (1) courses are too general; (2) there are too many professors who are poor teachers; and (3) there is little planning to prepare students for jobs of the future. One of the respondents expounded a little on the topic of higher education, saying that there is presently too much emphasis on college education. In his opinion, there should be programs for people to learn special skills, and everyone should not have to go through a full college curriculum, which often does not lead anywhere.

Concerning the University of Pittsburgh, per se, the respondents expressed their views of it as an educational and research institution of great value to the community. All are supportive of it and many expressed

their pride in being its neighbors. They feel Pitt "is doing a good job" in educating as well as making education available to so many students--especially from the local area. Pitt's research, programs, and facilities in the health area were often used as examples of its contribution to the community and to society. Almost all of the businessmen interviewed felt there would be a great loss if Pitt left Pittsburgh. Most of them emphasized the economic loss to Oakland and to themselves, and discussed their business ties with Pitt, adding that Pitt is "very good to deal with". They also discussed the economic loss to Pittsburgh, with emphasis on Pitt as an important employer and producer of skilled people for the city. Many also mentioned the serious effects of a cutback in education and culture--one respondent putting it quite drastically: "We would go back to the Stone Ages."

Although generally favorable to Pitt, some of the respondents were critical when it came to certain specific issues, such as behavior and appearance of students, parking problems, and waste of money. (The problem of Pitt's dissemination of information was mentioned earlier.) Some of the businessmen felt that Pitt has the obligation to teach its students respect and better manners as well as establish a dress code for them. They felt that Pitt has lost all control over the students in terms of behavior and appearance and expressed concern about the ability of these students to become the future leaders in the community.

Parking problems in Oakland are of great concern to the businessmen, and quite a few respondents felt that Pitt causes some of the problems since it does not provide its population with sufficient parking space. They feel that Pitt--like other institutions--should not be allowed to

increase enrollment or to expand without planning for more adequate parking space. In their opinion, Pitt could tear down empty buildings which it now owns and use that space and other empty lots for parking. They mostly referred to the unused buildings on the corner of Forbes and Bouquet and the empty lot where Forbes Field has been located.* One of the respondents from South Oakland was upset by what he deemed "Pitt's irresponsibility" in dealing with parking, which has had very bad repercussions in terms of traffic congestion in South Oakland. It should be noted here that the interviewed businessmen in South Oakland entered into lengthy discussions about the parking problem and seemed to be more upset about it than the respondents from the central part of Oakland. An explanation might be that the former do not perceive themselves as immediate neighbors to the campus and, therefore, find it disturbing that they, nevertheless, are affected negatively by Pitt's presence in terms of traffic problems.

There was also some mention of Pitt's wasting its money, in general, and on unnecessary programs, in particular. One respondent characterized Pitt as a profit organization which receives money, although it is hard to see how it is spent. He feels there is a waste, as in other big businesses, and he is disappointed about it. Two other respondents questioned the usefulness of spending large funds for programs such as "European studies", one suggestion that students should have a say in how Pitt uses its funds.

Related to the above were questions about Pitt's priorities or primary functions. Since Pitt is a large institution with which the surrounding community has numerous ties of various kinds, it is essential

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*The former cannot be used for commercial purposes, according to the General State Authority, and presently University buildings are being constructed on the Forbes Field area.

to learn what members of the community expect from Pitt. The respondents were given a list of priorities ranging from an emphasis on education and research to involvement in solving urban problems and opening enrollment to a wider section of the population. (See Appendix A, page 60)

The majority of the interviewed businessmen view the provision of "a good four-year college education" and professional graduate training as the highest priority for Pitt. This reflects their emphasis on the importance of education and the need to spread it among the population. Pitt's involvement in helping to solve urban problems was also seen as very important. A few of the businessmen are active as board members of city agencies and organizations, and thus interested in and concerned about the welfare of the urban environment. This may account for their desire to see Pitt involved in solving urban problems. Many of them see Pitt as already contributing much to the welfare of the community through its health facilities, but favor an increase in community-oriented "helping" programs.

## Campus Expansion as a Special Issue

Pitt and the Oakland community are closely linked both in terms of geography and economic ties. Any "movement" by the University in Oakland will naturally have immediate effects on residents and businesses. Pitt's expansion plans have been the topic of much recent discussion and disagreement. In 1970, a group of Oakland residents formed an organization called "People's Oakland", which opposed Pitt's expansion plans and suggested alternative ones. Although most of the construction plans and boundaries for expansion have been established, many businessmen are still concerned about issues such as Pitt's policy regarding expansion, in general, and

the handling of the corner property of Forbes-Bouquet, in particular. These issues were often brought up during the interviews. Use of the Forbes-Bouquet property has been discussed in the Chamber and has led many of the respondents to feel that Pitt is inconsistent in its planning, that "they (administrators) don't know what they want", and that therefore the community is not informed properly. The respondents are disturbed by the fact that businesses had to vacate the buildings in vain and that valuable property is vacant and wasted. Because of Pitt's past poor planning, the businessmen say they feel that Pitt has an added obligation to at least assure that property not needed for campus expansion be converted to useful community space. They also feel that Pitt should expedite its other building plans since the empty lots and buildings are a detriment to safety and to the general appearance of Oakland. They feel that much misunderstanding and suspicion could be avoided if Pitt was more clear about its intentions and made information available to the community before the fact.

Even though the businessmen are disturbed by Pitt's planning process and currently by the issues surrounding the Forbes-Bouquet lot, all of the respondents favor Pitt's expanding its campus. This reflects their views on the importance of education, and they feel Pitt has to expand in order to make it possible for a larger number of students to attend and in order to be part of and contribute to societal progress. Unlike many residents who oppose Pitt's expansion, the businessmen do not think that the University will take over Oakland in terms of space or control. They believe Pitt is important to the community and feel it is legitimate that it needs a great deal of space. This view exists even among people who have had to relocate their businesses. It is probably that they do not oppose the

University's expansion because of the possibility of economic gains from a growing market. Others, however, were frank in saying that expansion was fine as long as their own properties were not threatened. Two respondents also said they would be glad if Pitt tried to encourage more people to live in Oakland, comparing the present situation to earlier times when the area was more residential.

All the respondents were positive about Pitt's agreement with the city to pay for services in lieu of taxes, and saw the characteristics of the agreement as either "a sign of cooperation" or "appeasement". Many businessmen commented that such a move was only just because Pitt owns so much property and citizens need relief from high taxes.

Means of Communication with the University

One of the UUIP research interests is in the channels of communication between Pitt and the community. This interest includes not only through what channels the respondents hear or read about Pitt, but also what channels they would or do use when they want to communicate with the University. It is essential that such channels are effective, since the University can gain a great deal from community "inputs" in terms of ideas, knowledge, etc. In addition, Pitt has to have ways to be informed about its publics and what their members think in order to be responsive to them.

When asked how they would get their ideas, complaints, etc. to the University, five of the fifteen interviewed businessmen could offer no answer. They said they have not been informed by Pitt of any office available to them and expressed interest in the establishment of an official channel to facilitate communication with the University.

When discussing the problems centered around the campus expansion, the respondents had stated that much of the mistrust could have been

avoided if Pitt had discussed its intentions "before the fact". This, they believe, could either be done through television, the Chamber of Commerce, or through a special office for information to the community. It is interesting to note that in this context no one mentioned the Oakland Development Incorporated (ODI), which was established in early 1972 as a formal organization primarily for joint planning between the University and the community. This might indicate that the businessmen do not view these joint planning organizations as important in representing the interests of the business community. In fact, the representative of the Chamber of Commerce has had to be encouraged to attend the meetings of ODI.

Most of the businessmen considered the Chamber of Commerce as their major communication channel with the University, but several (five) said they would call directly to the Chancellor with their suggestions or complaints. University administrators should be made aware of the fact that many of the interviewed businessmen would not know how to communicate with Pitt and that they apparently do not perceive existing community organizations which deal with Pitt as effective communication channels. Efforts to improve this situation on the part of Pitt might take the form of strengthening ties with the Chamber and/or encourage the Chamber's representation in ODI. The suggestion of establishing an official communication channel between the community and the University would also be a factor for University administrators to consider.

## OAKLAND RESIDENTS

The fifteen respondents composing the Oakland residents sample are representative of the socio-economic diversity of this area. Three live in the more affluent section of Oakland; seven live in that section of Oakland most directly affected by the University's major expansion plans* and represent a working class with different ethnic backgrounds; and five respondents who live in South Oakland are of the middle and lower-middle class. The ages range from 20 to 70 and include males and females with a diversity of occupations. (See Table 1, page 8)

The sample was obtained by initial direct approach to a number of houses picked randomly in the three specified geographic areas of Oakland. The owners or tenants were asked to participate in the survey; and after receiving an explanation as to its aims, a date for a subsequent interview was set. No refusals were encountered in the southern areas of Oakland, except for one on grounds of illness. In contrast, the more affluent residents of North Oakland were obviously much more reluctant to be interviewed.

Most of the interviews were held during the day at the respondent's home, except for the five in the extreme South Oakland area, which were conducted in the evenings one month later.

The respondents showed immense interest in the survey; their attitudes, in fact, were extremely favorable towards the interviewer, even though some voiced strong objections to the University. The interview was somewhat

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*The area bordered to the north by Forbes Avenue and to the south by Bates Street, to the east by South Bouquet Street and to the west Meyran Avenue.

of a cathartic experience for many of the respondents, who engaged in prolonged discussions of different aspects of education and students in general, community affairs (gossip), and University affairs. It was very hard to confine the respondents to the exact context of the questionnaire, especially in the news article section, and many interviews lasted well over an hour.

Most of the respondents showed a deep interest in obtaining some feedback on the survey. They were promised a summary of the report when ready. In addition, each was given a brochure explaining the UUIP functions and they were invited to call the office if they had additional questions.

## Assessment of Sources of News

The predominant media mentioned as sources for news in general by the Oakland residents were respectively the Pittsburgh Press, television, radio, and friends. The Pittsburgh Press was also the most frequently mentioned source of information about the University and was rated high in accuracy of reporting. Those who read the University publications rated them high on accuracy, but their number was relatively small compared to the users of the other media.

Because ten of the interviews were during the period of the rock festival event at the Pitt Stadium, it was expected that these respondents would mention it as the most recent news item about the University; yet surprisingly, only two respondents did so. News about finance and curriculum were mentioned twice, and one respondent mentioned that the opening date for the trimester was September 6. The issue mentioned most (five times) was related to expansion. This reinforced the overall feeling the

interviewer had from the discussions, that the expansion issue is of grave importance to the residents although when responses were broken down by sample sub-categories, different aspects of the problem were stressed (see page 23). This finding supports the assumption that the community surrounding Pitt is vary aware and involved with whatever construction and expansion the University is doing or planning to do in the area.

Views on Higher Education and Pitt's Priorities

Only 20 per cent of the respondents felt that American universities are failing to educate their students. As to Pitt in particular, when asked to make a choice from among seven possible University programs to be funded (see Appendix A), the respondents gave top priority to graduate training for doctors, lawyers, professors, etc. Two programs were in second ranking order: One of career training for health workers, social workers, librarians and teachers, and the other a four-year college education (liberal arts). None of the fifteen respondents felt that service projects making use of University expertise to help with urban problems (health clinics, pollution control, etc.) should be given high priority if choices were limited. This is interesting in light of the fact that almost 50 per cent of this sample are in the lower-middle class and working class categories and had voiced their dissatisfaction with social conditions and law and order issues in the South Oakland area.

A substantial number of respondents were unable to offer an opinion about changes they would like to see at Pitt, yet among those who did answer, a majority tended to specify changes in the program and curriculum. In contrast, when asked what changes the respondent himself would implement at Pitt, were he given the power to do that, only one respondent said he

would effect a curriculum-related change. The other fourteen indicated dissatisfaction with the present top administrative staff at Pitt and suggested changes in personnel and in the area of finance management.

Without exception, this sample of Oakland residents felt that even with the problems Pitt caused, the University's presence is necessary to the viable existence of both the immediate community and the whole city, in the different aspects of everyday life (economic, social, cultural, etc.). Here and there, there were suggestions of some fringe benefits resulting from Pitt leaving the city, such as better parking and more available housing; yet any thought of Pitt leaving the area was judged to be extremely negative in many aspects.

## Campus Expansion as a Special Issue

As one special area of discontent, Pitt's plans for expansion into the neighborhood were of a prominent nature. Except for one respondent who was actively involved in petitioning Pitt to go ahead in its expansion program, all of the other respondents had some complaint against the plans. The significant point that came to light was that while all Oakland residents were critical of Pitt's expansion plans, the Central and South Oakland respondents objected for different reasons to parts of the plan that were different from those indicated by the three more affluent residents whose major area of dissatisfaction was the construction of the new Chemistry Building and the nuisances it caused in their neighborhood, i.e., the dust it caused and the trucks rumbling in their streets to reach the site of the construction. The twelve other residents complained that the "community's right to determine what is happening in their area" has not been respected. Their arguments reflected those of the "People's Oakland" organization.*

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*People's Oakland is a group formed to contain Pitt's expansion program and pressure for more community influence in University building plans.

## Means of Communication with the University

One last, but no less important, aspect of the University-community interface was evaluated by a question dealing with the perceived possible channels that the residents could use to communicate with the University. The range of means seen as possible was a significantly narrow one. Except for one suggestion to use an outside agency--the Oakland News--to communicate with Pitt, all of the Oakland residents said they would approach someone directly affiliated with the University: Chancellor, student representative, University publication, etc. This tendency is in sharp contrast to the four other segments whose suggestions included the use of non-University agencies or persons: citizen group, Chamber of Commerce, Mayor, etc. In addition, whenever those other four segments suggested University-affiliated means of communications, it was predominantly the direct approach to Chancellor or top administrator only, whereas the Oakland residents offered a wide range of alternative points of contact within the University.

No mention was made by the Oakland residents of using outside means of communication (see Table 5, page 50), such as public news media, civic officials, or even organizations such as ODI and People's Oakland, who supposedly represent the residents of the area.

## BLACK RESIDENTS OF THE HILL DISTRICT

The interviewed sample of Hill residents consists of eight women and two men. Seven respondents are adult or middle-aged, two are teenagers and one a senior citizen. Their occupations include students, secretaries, teachers, housewife, consultant, social worker, health expediter, and retired steel worker. Two people were approached randomly in the street. The names of the others were suggested by colleagues of the interviewer. The appointments were set up by telephone, and the interviews held in the homes of the respondents. One person refused to participate for fear of becoming involved in something which could affect her job. All the others approached agreed to be interviewed and several were enthusiastic about it. It should be noted that in the majority of cases, the respondents voiced their opinions on all questions and seemed eager to express them to someone.

### Assessment of Sources of News

The largest number of respondents (four) said they get most of their information about Pitt through University publications. This might seem somewhat surprising, as the University papers are generally distributed in University buildings and not into the community and as the Hill is not adjacent to the central campus area. However, it seems that children from the Hill pick up University papers (usually the Pitt News) when visiting Trees Hall.* It probably constitutes the most direct point of contact between the Hill and the University. The regularity with which residents receive University papers, and read about Pitt, is, of course, uncertain.

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*Trees Hall is a University facility for athletic activities located on the border to the Hill. Youth from the Hill participate in Leisure-Learn programs in the facility and during certain periods during the week it is open to the community.

None of the respondents mentioned either of the two local public newspapers as his/her most important source of information about Pitt. The interviewer commented that few Hill residents receive public papers at all--often because they can't afford a subscription or because the paperboys often are robbed. Only one respondent indicated a public newspaper as his/her most important source of general news. However, there is great interest among Hill residents to be informed, and they demonstrate this by picking up much free material where it is available in stores, etc. Four persons read the local black paper, but no one mentioned it as important as a general information source.

Rather than public papers, the primary sources of general news used among the interviewed Hill residents are television and radio. A few mentioned hearing about Pitt on the radio, but not on television. However, four of the respondents rated television as accurate in its reporting about Pitt, which probably reflects an opinion that television is accurate about news in general, and therefore not different concerning information about Pitt. Also, a number of respondents even rated high the accuracy of media which they had not checked as a source of their news, which probably reflects an element of trust in formal media.

Irrespective of information sources, only half of the respondents were up-to-date on news about the University. The rest had either not heard any news about Pitt at all, or remembered only out-of-date issues.

## Views on Higher Education and Pitt's Priorities

A majority of the Hill residents interviewed chose the statement "the average American university of today is educating its students as well as could be expected" to represent their view, adding no comments. One

respondent feels that American universities are failing to give students a good education, because the education given is too specialized and there is no purpose.

Concerning the University of Pittsburgh, the respondents are generally favorable to it. They feel that the city would suffer a great loss if Pitt left. Most of them think in terms of a serious economic effect primarily in terms of Pitt being a large employer, but also in terms of the effects on local business. A number of respondents think of the loss in education for students which would effect the kinds of jobs they could be hired for. A few think there would be a crisis in the medical field, since Pitt has a good medical school and good health programs. One person, however, feels there would be no loss to the community if Pitt left since it has "not reached out" into the community and since students from Pitt "are not geared to remaining in the community" and just leave after they graduate. According to this respondent, another positive aspect would be more housing available for other people. This is the only respondent from the Hill District who said that Pitt is not an asset in any way to Pittsburgh.

However, all of the Hill residents interviewed suggested certain changes and/or new programs which they feel are needed at Pitt. The most common suggestion was for an increase in community-oriented programs and courses, mostly related to the black community: increased use of Trees Hall; training students and teachers to understand ghetto problems; counseling "to help people escape slum living"; studying drug and depression problems; more black study courses; hiring of blacks and other minorities; educating more black medical students and teachers; giving courses related to

"providing degrees on the basis of life experience". More general suggestions included lowering the tuition, improving race relations, and changing the curriculum to reflect the social needs in the society. In one respondent's opinion, all students should work in a community to learn about the "total society" and Pitt should train professionals who have a "compassion for life". This sentiment clearly reflects the general view among the Hill residents that Pitt is not sufficient oriented to the black community in terms of services, programs and curriculum; that Pitt's orientation generally should be more "reaching out".

When asked about what the respondents think should be Pitt's specific priorities, their answers are consistent with the above-mentioned expectations of Pitt's orienting more curriculum and programs to the black community; they feel the most important function for the University today is to offer special courses for people who do not have sufficient high school education to enter college. In other words, the University should open up to the groups of the community, which have had no access to higher education because of their background. Pitt's involvement in helping to solve urban problems is also seen as an important function, as is providing "a good four-year college education".

## Campus Expansion as a Special Issue

Pitt and the Hill community are not immediate neighbors, and the University's presently planned expansion has no direct effect on the Hill. Two years ago, however, Pitt did make known its plans to purchase land and to build dormitories on an area bordering the Hill, and some residents attended meetings and voiced their concern about the possible indirect effects of this expansion. The dorm plans have been postponed now, and

it appears that the expansion issue presently is not of much concern to Hill residents, as only two of the interviewed persons mentioned anything about it before being presented with the article about the issue.

One of them has attended meetings between the University and community representatives concerning expansion, and another seemed to be well informed about the issue. Both persons reacted negatively to the issue and felt it is not necessary for Pitt to expand more--one, however, saying that nothing can be done about it now and that Pitt does not care about the community. The other respondents had not heard much about Pitt's expansion. Two expressed views against people having to relocate and Pitt eventually owning Oakland. Some, however, felt that it is important for the students to have room, while others reacted less to the expansion itself and more to the tax issue, and thought it right that Pitt pay the city to cover tax losses.

## Means of Communication with the University

Most respondents stated they would use one of the public media or University publications to send information, questions, complaints, suggestions, etc. to the University. Their means to communicate with Pitt would thus largely be the same as the sources they use to receive news and information about Pitt. Only a few of the interviewed persons said they would turn directly to University personnel. One person suggested that the Pitt News should be opened to the public as a vehicle for two-way communication, and another thought of community leaders inviting University representatives to come in to the community and discuss problems. The response of the majority, however, shows that the respondents feel that primarily indirect means are accessible to them to communicate with the University.

It should be of interest to University administrators in the area of communications that Hill residents apparently are exposed to University media and that there was a suggestion to make the Pitt News a vehicle for University-community communication. Increased circulation of University papers and their use for community feedback might prove a way to bring the University and the Hill community closer.

## BLUE COLLAR NON-OAKLAND RESIDENTS

One of the questions that we attempted to answer in this survey was whether the physical proximity of residence or business to Pitt has any influence on shaping the respondents' outlook and evaluation of higher education and of Pitt in particular. To do this, we had to have a sample which matched as closely as possible most of the characteristics of the Oakland sample except that of residence near or around Pitt. The interviewer, through her contacts as a social worker, compiled a list of potential respondents who met the criteria of non-affiliation at Pitt or any member of their family, plus being representatives of the same ethnic, educational and socio-economic strata as those who were interviewed in Oakland.

All of those approached readily agreed to participate in the study, but subsequently, this interview had difficulties getting some of the older respondents to keep their attention to the task of answering the questionnaire. This was exceptionally hard in the section containing the three news articles and with some of the questions dealing with images and perceptions. The overall impression the interviewer emerged with, after interviewing the respondents, was that most of this sample looked at the University as mainly an edifice for teaching and dispensing knowledge. They held it in great respect and they were more willing to tolerate some trespasses on the community as long as they could be justified as necessary to carry out or improve the perceived functions of teaching and dispensing knowledge.

## Assessment of Sources of News

Of the possible alternative choices, the news medium designated by the ten respondents as the major source for news was television, with radio, the press, and friends as very close runners up. As to the importance of the media as sources for news in general, only television, radio, and the Pittsburgh Press were rated as significant, while in relation to news specific about the University, the Pittsburgh Press and television were the ones exclusively indicated as most important, with their accuracy rated about equally high.

Two topics were predominantly mentioned as being the most recent news respondents heard about Pitt--campus expansion and the rock fesitval. This seems to indicate that the expansion topic was of more than just passing interest even to people who were not immediately affected by it, and that the rock festival problem was also noted by those not directly affected.

## Views on Higher Education and Pitt's Priorities

Nine respondents thought that the average American university is doing as good a job as is to be expected in educating their students, and one respondent thought that the job done was excellent. This seems to show a favorable attitude towards higher education and achievements of universities in the country.

When asked specifically about the two most important programs of the University, half of the blue-collar workers gave graduate training for doctors and lawyers, etc., and the four-year college education (liberal arts) as either their first or second choice. As for the program of career training for health workers, social workers, etc., it was indicated as first or second choice by 40 per cent of the respondents. No respondent

chose the program of research which leads to innovations and inventions as either his first or second choice, and only one respondent felt that service projects to help with urban problems were of top priority for the University.

A majority of the respondents (60 per cent) could not point to any additional changes they would like to see instituted at Pitt, and two were satisfied with things as they are. Two persons made community-oriented suggestions such as "could have more to do with urban problems in Pittsburgh, using their social workers and other professionals". Yet, in contrast, when asked what changes they themselves would implement if they had the power, only two could not answer. Fifty per cent suggested administrative policy changes such as "would get rid of students who just aren't trying and make more room for serious students" and "lower tuition for Pennsylvania residents". Suggestions as to either community-oriented changes or curriculum changes were each mentioned by three respondents: "Help people in the community learn how to get along with their employers and be better supervisors"; "could sponsor more community action programs in ghetto areas"; "more study in foreign languages".

Most respondents perceived Pitt as important to the community. On the question dealing with what the effects would be if Pitt were to leave Pittsburgh, only one respondent mentioned a positive effect. His point of view was motivated by what he judged to be the obnoxious behavior of students. He thought that more people would patronize the Oakland businesses if no students were there to bother them. Two other respondents mentioned one beneficial result--more parking space that is now taken by faculty and students. Yet except for the one respondent mentioned above, all the other nine respondents thought that the effects of Pitt leaving

Pittsburgh would be extremely harmful to Pittsburgh in general and to Oakland businesses, residents, and students in particular. The harm and loss was felt to be mainly from an economic point of view: "Businesses will collapse ... restaurants will have to close ... people working at Pitt would be laid off". And from an educational point of view: "Great loss to people wanting an education ... many students would not be able to go to another university". Some other aspects such as social life and culture were also mentioned: "... the museums, libraries, shows would cease ... socially, it would be a ghost town".

Campus Expansion as a Special Issue

This issue was not as emotionally explosive to these respondents compared to the Oakland residents. Respondents' attitude towards Pitt and its involvement in expansion (new building) were elicited in the general discussion carried throughout the first section of the interview. In addition, each respondent was asked to read and discuss one specific newspaper article dealing with Pitt's expansion plans. This article reported an agreement in which Pitt would pay the city for services in lieu of taxes. The payment would provide the city with funds which would amount to the projected real estate tax loss the city would incur from rezoning the proposed expansion sites. The article also mentioned the role People's Oakland is playing in the dispute over Pitt's expansion plan. The respondents were asked to identify specifically what they saw as the main activity relayed through the article, and to evaluate such activity both in a general sense and as related to Pitt specifically.

The answers tended to identify two major categories: (1) activity seen as a compromise or cooperation to solve an existing conflict between

the city and the University; and (2) activity related to finances. building more facilities or paying taxes to the city.

The blue-collar respondents reacted positively to both the solution to the tax problem and the University building program, although one respondent thought Pitt was assuming too great of an economic burden through construction and tax payments.

When asked to rate how well they thought Pitt would actually perform these activities, all of the respondents' answers were either "very good" or "good". In other words, the blue-collar non-Oakland residents felt the University would accept its tax responsibilities and carry out its building plans in an efficient manner.

This finding seems to reinforce the feeling the interviewer had from the general discussions, that the majority of the respondents believed the University to be right and wise in most of its actions. Since they had indicated that the press is highly accurate in its reporting, they seemed to take the news article about the campus expansion issue at its face value and use it as a main criterion for judgment. This behavior is in distinct contrast to the Oakland residents, who used their personal knowledge and experience with Pitt to evaluate the article and rate Pitt on the activity. In other words, these findings seem to support the assumption that involvement and proximity to Pitt would influence the interpretation of any communication received about Pitt, hence, it would influence the image projected by that communication.

## Means of Communication with the University

The majority of respondents indicated that direct contact, either by phone, letter, or in person, with the Chancellor, administrators, or public relations personnel is the method by which they would communicate

their ideas to the University. In addition, there were a few other suggestions, such as conducting citizens' meetings or through city or state officials as intermediaries, but the University's top echelon personnel were by far the most favored point of contact.

## WHITE MIDDLE CLASS SUBURBANITES

This category is the most diversified in its composition, due to the fact that four different interviewers were involved in selecting the respondents and administering the questionnaire. The major criteria for selection, in addition to non-affiliation with Pitt, was that the respondent could not be categorized in any of the other four segments of the general public and that he/she live in suburbia. The ages ranged from the early twenties to the fifties; there were five males and five females with a great diversity in occupations.

The attitude toward the interview differed sharply. Some respondents were highly enthusiastic while others gave the impression of being utterly bored by the whole thing. Some expansively discussed their ideas on education, the University, students, etc., while others confined themselves to briefly answering the questions.

### Assessment of Sources of News

A majority of the respondents indicated television, the Pittsburgh Press, and radio as being both the news media mostly used and the most important and accurate in reporting on general matters. However, in terms of reporting about the University of Pittsburgh, in particular, friends were rated predominantly first in importance and accuracy.

As to what recent news they had heard about Pitt, four respondents had not heard any news, two mentioned news of a financial nature--tuition and allocations--and only one respondent mentioned the rock festival, an event held one week prior to the interviews, and which had good coverage in most of the news media. This finding seems to indicate a measure of

unawareness of news about Pitt, which could be explained in terms of proximity--the suburbanites being the group whose residence is most distant from the University.

However, in reviewing the articles those suburbanites chose to discuss from among the elever included in the third set, (see Appendix A, page 68) all were either of purely academic nature or had a cosmopolitan flavor. This specific group was relatively of a higher educational background and had more diversified intellectual interests than all of the other respondent groups (except maybe to a lesser degree the Oakland businessmen). Their views of higher education were not limited to a specific region, nor did Pitt stand out in their perception as the "University", as the case might have been with the Oakland residents, for instance, or the City of Pittsburgh-oriented people. Many of the suburbanites were alumni of universities other than Pitt. A few attended college in New York and as far away as California. Their social life is more diversified in terms of point of references than the average Pittsburgh dweller. This combination of factors could account for their choice of articles and for their apparent ignorance, disinterest and uninvolvement with current happenings at the University of Pittsburgh. In other words, although in the Oakland and blue-collar residents' categories, we assumed that the proximity and or involvement were influential in the awareness and retention of news items about Pitt; in the case of the suburbanites, we suggest an additional factor: a relatively cosmopolitan direction in their interest in universities. Further evidence of this was the total omission of any news regarding the expansion plans of Pitt, an issue given prominence in the media at the time.

## Views on Higher Education and Pitt's Priorities

Five respondents chose as most reflecting their opinion the statement about the American university doing as well as could be expected in educating its students. Three thought the job done was excellent, while two thought it was very poor.

From the list of seven programs, only 30 per cent of the answers chose to fund as first or second priority those programs that are associated with the traditional role of universities; i.e., a four-year liberal arts college education, a program of graduate training for doctors, lawyers, etc., and research programs. However, 70 per cent favored as top priorities those programs that could be designated as non-traditional; i.e., career training for health workers, social workers, etc.* Furthermore, the answers indicate a measure of dissatisfaction with a curriculum composed mainly of undergraduate (liberal arts), graduate, and research programs: e.g., "Initiate courses in drafting"; "see that everybody went there not only to get grades and take the prescribed courses just because they have to, but take what they like and learn better"; "need some kind of program that could relate to everybody going to school to get what they need"; "provide faculty that would stimulate the students to go out and seek more".

This apparent dissatisfaction is also reflected in the suggestions as to needed changes at the University: "Make more space and get more teachers"; "get more parking space for students"; "compare Pitt with other colleges in order to keep it up-to-date"; "extend the University into the ghetto areas by providing more campuses".

The general feeling of these suburbanites was that Pitt is of some value to the community. They saw the effects of Pitt leaving Oakland as

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*For a complete list of programs, see Appendix A, page 60.

being mainly of a negative economic nature, both to the city in general and Oakland in particular. The effect on students was seen as an educational one rather than economic hardship. One respondent saw a beneficial result in getting more parking spaces, and three respondents were not able to give any answers.

## Campus Expansion as a Special Issue

As a group far removed from everyday problems of the campus expansion, the suburbanites displayed little emotional involvement in this issue. In discussing the news article dealing with this topic, most of them tended to stress the financial aspects or the actual fact of building. Although two respondents did see some conflict between University and community, they saw the article as indicating conflict resolution and mutual satisfaction. The majority rated the activity as mildly good, with certain qualifications such as "they fought paying this for awhile"; "probably could not do anything else"; "they had to, needed the space"; "because if they build, they should pay taxes, yet the city has its obligations".

## Means of Communication with the University

A large majority of the suburbanites would get their ideas to the University by telephoning, letterwriting, or meeting personally with a high level University official. Others suggested the use of some news media such as 60-second messages on television or letters to the editor. One pessimistic respondent stated it was "no use; nobody will listen". Overall, though, these suburbanites saw the direct approach to the top University hierarchy as the most useful means of communicating with the University.

# PART II

# COMPARISON AND SUMMARY

## COMPARISON AND SUMMARY

One of the premises of this study was that the general public is composed of many segments, each of which might display somewhat different perspectives of the University. Five segments of the general public were identified which appear to have special relevance to a study of university-community relations. In the interviews with representatives of these five segments, it was found that differing attitudes toward the University are apparent between groups, although there were a surprising number of agreements across all groups.

The first question asked in the interview was devised to elicit an assessment of higher education in general. This was partially to alert the interviewer to a respondent's possible unhappiness with today's universities, which might carry over into negative assessments of Pitt. Table 2 shows how persons representing each of the segments answered this question.

Table 2

Assessment of Higher Education
Number of Responses by Five Segments

| The average American university of today is: | Total | Oak Res | Oak Bus | Hill Blacks | Blue Collar | White Suburbs |
|---|---|---|---|---|---|---|
| doing an excellent job of educating its students. | 16 | 8 | 3 | 2 | 1 | 2 |
| doing as well as could be expected in educating its students. | 34 | 4 | 9 | 6 | 9 | 6 |
| failing to provide its students with a really good education. | 10 | 3 | 3 | 2 | 0 | 2 |

As Table 2 indicates, a large majority of those interviewed appear quite satisfied with the way American universities are performing. The campus riots, the college drug culture, and other stories of unrest in recent years do not seem to have eroded people's faith in the educational process. Those living closest to the University of Pittsburgh, the Oakland residents, were the most apt to rate universities as doing an excellent job of educating students. In light of the unhappiness expressed by these same residents over the University of Pittsburgh's expansion into their neighborhoods, it would appear they are willing to differentiate between educational and administrative aspects of University activities.

Another question asked the respondent to decide which of several types of University programs they would maintain if severe budget cuts would allow the continuance of only two. (They were asked to assume that the costs per type were about equal.) As shown in Table 3, the traditional

Table 3

University Priorities as Perceived by Five Segments of the General Public*

| | Total | Oak Res | Oak Bus | Hill Blacks | Blue Collar | White Suburbs |
|---|---|---|---|---|---|---|
| Graduate training | 28 | 10 | 7 | 3 | 5 | 3 |
| Four-year college education | 26 | 6 | 8 | 4 | 5 | 3 |
| Special courses for disadvantaged | 23 | 5 | 4 | 7 | 3 | 4 |
| Career training | 19 | 7 | 0 | 2 | 4 | 6 |
| Urban problems | 14 | 0 | 7 | 4 | 1 | 2 |
| Part-time evening study | 6 | 1 | 1 | 0 | 2 | 2 |
| Research | 4 | 1 | 3 | 0 | 0 | 0 |

*Each respondent was allowed two choices. For specific question, see page . Also for a complete list of categories, see Appendix A.

roles of providing a good four-year liberal education and of training high-level professionals are given top priority. However, almost as many respondents gave top priority to newer aspects of University programs, such as career training in the health or social welfare fields and special courses for the educationally disadvantaged.

The businessmen appear to be the only ones among these segments of the general public who expect the University to play a larger societal role by dealing with urban problems or by emphasizing research. The support of research is the University priority in which there is the greatest discrepancy between the general public and the internal constituents of the University. Students, faculty, administrators, and trustees all ranked research as third, right after undergraduate liberal arts and graduate training,[7] whereas research ranks last among the seven choices offered the general public respondents. Conducting programs to alleviate social ills in urban areas was not a high priority in any of the populations interviewed by UUIP.

Most of the general public interviewed seem to think of the University's prime function as education, and educating mostly the young (note the low priority given to adult education). Another indication of this traditional view of higher education was the large proportion of the sample that chose (over 10 other choices) to comment on a news article about the abolishment of the English courses requirement (Appendix A, page 69). All eleven people in the sample (distributed about equally in the five segments) who chose this article had negative reactions to this policy decision. It

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[7]Holbert N. Carroll, A Study of the Governance of the University of Pittsburgh, University of Pittsburgh: 1972. The alumni ranked research fourth; see: Martha Baum and Barbara Jameson, Alumni Survey Report, February, 1973.

would appear that the University will have to first convince the general public it has a function beyond educating the young if the University is to play a role in teaching new skills to an adult population and in solving societal problems.[8]

Looking at the data to see if there was any relation between assessment of universities and allocations of priorities at Pitt, very few trends could be discerned. Those who felt the universities were failing were more apt to give career training a top priority but, in general, the choice of priorities gave very few clues as to why a given respondent felt universities are doing "an excellent job" or "are failing".

When asked about what additions to present programs or other changes might be put into effect at the University of Pittsburgh, the Oakland and Hill residents especially had a great deal to suggest. The Oakland residents expressed the kind of frustrations that one experiences when dealing with a large bureaucracy. Their recent conflicts with the University over further expansion of the campus in Oakland has left them with the desire to make changes in the organizational structure of the University and in the personnel presently filling some positions. However, this anger over what most of them felt was the University's lack of concern for their neighborhoods did not blind them to educational needs. Many of the Oakland residents interviewed were eager to discuss changes in curriculum, too.

The Hill residents were also concerned about curriculum and felt that much more could be offered in Black Studies. They felt, too, that research and social services relevant to their community might also be more encouraged.

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[8] This awareness of a need for new skills is much more prevalent among Pitt alumni who were eager to learn of post-graduate learning resources. See: Baum and Jameson, op. cit.

The suburbanite segment was the most critical of University physical facilities, mentioning crowded classes, old buildings, inadequate parking and traffic.

Several people felt that, given the power, they would change the appearance and manners of students, and even add some classroom courses in this area. This attitude was not related to any specific segment of the general public represented, and was, in general, only a minor concern. Blue-collar workers were especially concerned about students, but in a supportive, rather than a critical way. They feared that the rising cost of education would prevent students from attending Pitt, and said they would like to see tuition lowered.[9]

Taken in perspective, the changes suggested seem to be in the spirit of "improving a good thing". When asked to imagine what the effect might be if the University left Pittsburgh, most of those interviewed had to be urged to even consider such a possibility. (We assured them there is no such plan.) Some people did mention positive effects, such as relieving parking and traffic congestion and opening up housing; but most people thought such a move would be disastrous. This question followed the one about priorities of the University and presumably had the interviewee thinking about educational problems. Nevertheless, the response usually given first when the respondent was led to think about what might happen if Pitt were to leave Oakland was of an economic nature. Even though the interviewer was instructed to ask about the economic impact, there usually was no need to suggest this as a possible effect.[10] Table 4 shows the

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[9]This concern of the blue-collar workers is grounded in fact as judged by the latest University of Pittsburgh statistics which show that 54.8 per cent of seniors come from blue-collar families compared to only 47.3 per cent of freshmen. See: Commonwealth Newsletter, Vol. 1, No. 1 (November, 1972).

[10]The interviewers were not instructed to ask if the respondent had read about the Economic Impact Study, so unfortunately it was not possible to estimate the effect of that study in stimulating their predominantly economic concern.

areas which this sample mentioned most often as being effected if the University left Pittsburgh.

Table 4

Kinds of Negative Effects which Would be Felt if Pitt Left Pittsburgh*

| | Total | Oak Res | Oak Bus | Hill Blacks | Blue Collar | White Suburbs |
|---|---|---|---|---|---|---|
| Economic--metropolitan | 36 | 7 | 8 | 7 | 8 | 6 |
| Oakland | 39 | 12 | 11 | 4 | 8 | 4 |
| to students | 7 | 2 | 0 | 0 | 4 | 1 |
| Sub-total | 82 | | | | | |
| Educational | 28 | 8 | 5 | 4 | 5 | 6 |
| Social | 10 | 6 | 0 | 0 | 1 | 3 |
| Cultural | 8 | 4 | 1 | 0 | 1 | 2 |
| Prestige for Pittsburgh | 7 | 2 | 1 | 1 | 1 | 2 |
| Health-related | 6 | 1 | 0 | 1 | 3 | 1 |
| Totals | 141 | 42 | 26 | 17 | 31 | 25 |

*Categories evolved by content analysis of responses. Not all categories are included in this table, only most mentioned ones. Each respondent could have given several answers, all of which were recorded.

As can be seen from the table, the Oakland residents and suburbanites were more apt to talk about the social and cultural losses if Pitt were to leave Oakland. The blue-collar workers again showed their concern that students have access to a good institution of higher learning near their homes. Those in the neighboring Hill District saw less impact from Pitt leaving, positively or negatively, than some of the people who live much further from the campus. This reinforces the impression that most of the Hill residents interviewed did not see Pitt as having any profound impact on their lives, although they do see the impact on the Pittsburgh region.

As might be expected, the current issue that stimulates the most emotional response in the Oakland half of the sample is campus expansion. Although many of those interviewed referred to the University's expansion plans throughout the conversation, everyone interviewed was led to discuss this issue when they were asked to read a news article about campus expansion. The article reported an agreement between the city and the University, whereby Pitt would pay the city for certain services in lieu of taxes, thereby compensating the city for tax losses incurred from the rezoning of the taxable former Forbes Field site for non-taxable University buildings (Appendix A, page 64). The article also discussed Pitt's need for the new Law School which is to be built on the Field and reported the views of People's Oakland, a community group organized in opposition to many of Pitt's expansion plans.

The Oakland residents appeared to be skeptical that Pitt would actually follow through on this agreement. Although most of the residents through Pitt probably needed the new buildings, they had difficulty thinking of Pitt as a non-profit enterprise and many expressed mistrust of the University's motives in offering to pay the city. The businessmen were more supportive of the expansion plans, but were critical of the way the plans were carried out and felt the Chamber of Commerce should have been asked to play a more active role.

The non-Oakland half of the sample was more apt to interpret the article as showing Pitt's willingness to be cooperative and to arrive at a solution benefitting all concerned. Although several non-Oakland people expressed concern for persons being displaced without adequate compensation, most favored Pitt's building plans if they helped "keep up academic standards". The non-Oakland people tended to stress the financial and building

needs of the University, whereas the Oakland people stressed the effect on the community.

One of the purposes of the interviews was to find out by what means people get their news. Through this knowledge it would be possible to learn not only how people's views are being shaped, but also how to reach them more effectively. The most popular medium for general news is television, whish is also the least-used source of news about the University. Television is certainly a news medium which the University will have to make more use of if it wants to reach the general public with its story. Radio is also an important source of news in general, except to the Oakland businessmen. The evening paper, the Pittsburgh Press, is also rated very high as a source of general news, and blue-collar workers rated the Press highest for a source of news about the University. The blue-collar workers, on the other hand, do not read the morning paper, the Post-Gazette, which probably is a reflection on their early morning work schedule. People in the Hill District tended to have less access to the public press; several of them commented on the lack of newsboys in the area. People in the Hill do, however, read University publications, which they find on campus, and other free papers that they pick up in grocery stores. Oakland residents also read University publications. Oakland businessmen are more apt to get information about the University through the Chamber of Commerce or friends, and the suburbanites were especially dependent on friends for news of the University.

All of this suggests that there is no one main source of news about the University and that any attempt to reach a special audience will have to consider the news gathering habits of that audience.

Communication is a two-way process; therefore, the interviewees were asked how they would get their ideas to the University. Table 5 (next page) shows how the responses were coded and the differences between the five segments. Note that the first eight suggested ways of communicating with the University are forms of direct communication with University personnel. The next seven items are more indirect, such as making ideas known through television shows, writing to the Mayor, or surveys. The next three methods are through forums in which University and non-University representatives participate.

The table points out some interesting differences between these five segments. The Oakland residents think almost exclusively of direct means of communication. They probably live close enough to the University to think of it as a place with people who fill various roles within the institution. The Oakland residents had, by far, the most sophisticated view of the University as a multi-faceted entity. None of the Oakland residents interviewed thought in terms of communicating through non-University groups, which is somewhat surprising since several citizen action groups were organized at the time to represent the Oakland residents around the campus expansion issue.

The Oakland businessmen were less knowledgeable about University structure, and five businessmen could not think of any way to communicate with the University. Many of the businessmen, as well as the blue-collar residents, thought in terms of contacting the Chancellor, not so much because they thought the Chancellor was the person to handle their ideas, but rather because this was the only University position they could think of. Other businessmen felt, however, going directly to the "top" was the best approach.

Table 5

Ways to Communicate with the University: Frequency of Response by 5 Segments of the General Public

| Question: What ways would you use to get your ideas (suggestions, complaints or praise) to people at the University of Pittsburgh? | Oakland Residents | Oakland Businessmen | Hill District Blacks | Blue-Collar Residents | White Suburbanites |
|---|---|---|---|---|---|
| Chancellor--call or write | ** | ***** | ** | ***** | ** |
| Talk to University administrators | ***** ** | * | * | *** | *** |
| Go in person and talk to University public relations or complaint department | ** | | | ** | |
| Talk to professors' spokesman | * | * | | | |
| Talk to people at Student Union | * | * | | | * |
| Send letter to University (general) | **** | | * | * | |
| Call up and tell (general) | **** | | | | |
| Talk to students who would present it to administrators as a petition | * | | | | |
| This survey--publish it publically and in University news | | * | * | | |
| Contact television and radio (editors or newsmen) | | ** | ** | | * |
| Talk on television (60-second messages) | | ** | * | | * |
| Write to city papers (Pittsburgh Press and Post-Gazette) | | | ** | | * |
| Write to University publications and Oakland News | * | | ** | * | |
| Action work with citizens (meetings, etc.) | | | | * | |
| Write to Mayor or legislators | | | | * | |
| Initiate seminars and meetings with University staff and national and state figures | | | * | | |
| Initiate meetings with University staff and community leaders | | * | * | * | |
| Raise the issue in the Chamber of Commerce | | *** | | | |
| No use--nobody will listen | | * | | | * |
| Do not know | | ***** | | | |

The residents of the Hill District, again demonstrating their lack of close ties to the University, were more apt to think of indirect means of communicating an idea to the University.

The overall impression with which the interviewers emerged is that higher education, in general, and Pitt, in particular, have a large reservoir of good will and community respect from which to draw. However, there is also evidence that the University needs to make extra efforts to articulate its goals. The support from the community is basically strong but in rather vague, value-oriented terms such as "education is a good thing". The public showed very little real understanding of the possible alternative roles a university might play. The general expectations reflected a view of a university as an advanced high school, confined to classrooms and young students. Such concepts as "community of scholars", "focused research efforts", or "experiential learning" never emerged in these interviews with the general public. The black residents of the Hill District have a vague idea that the University should be more relevant to their problems and were able to articulate some specific areas in which Pitt might become involved. However, they, like the other four segments, were unable to specify the role the University might play in alleviating urban ills. Other segments of the general public seem to feel that Pitt should remain a high quality institution from which they would be proud to have their children graduate. There was disagreement as to how far the University should go to accommodate the educationally disadvantaged. This same division of opinion was evident in previous UUIP studies of students and alumni.[11]

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[11] Baum and Jameson, op. cit., page 52.

One of the hypotheses of this study was that what the respondents read about the University would effect their overall opinion about Pitt. There was a special concern that the uprising on other campuses might influence people's perception of Pitt. We found very little evidence to support this notion. Although most of the people interviewed were well aware of campus problems at other universities, few of them assumed that Pitt was having such problems. There was evidence, however, that the respondents' previous experience with the University affected the way in which news articles were interpretated. The most obvious example of this was in the interpretation of the article about Pitt paying for services in lieu of taxes. The Oakland residents viewed this proposal with a great deal of skepticism, whereas the non-Oakland half of the sample saw it as a rational act of cooperation. The conflict that had developed between the University and Oakland over such issues as space usage, relocation of families and businesses, the lack of any definite time schedule as to when the new construction would begin, and eventually the drawing in of University boundaries had created a mistrust that was not overcome by a few words in a news story. Other respondents, however, had made use of University medical facilities, attended sports events, or had other kinds of favorable experiences and translated that experience to an assessment of other Pitt activity. In other words, a few good deeds or misdeeds will overshadow the impact of any news story.

All of the Oakland residents who were interviewed were upset about the campus expansion situation. It would appear that the community meetings, such as those sponsored by People's Oakland and the informal neighborhood discussions on this topic had only increased their frustrations and

heightened emotional involvement in campus expansion issues. Their information level concerning plans and problems of the University, however, had not been raised in the process. The businessmen, on the other hand, were concerned, but less emotional about the issues. They had discussed the problems at Chamber of Commerce meetings, which may have allowed them to express their fears in an arena in which there seemed to be a possibility that some action might be taken to handle some of their problems. A University representative attended these meetings and could take the businessmen's complaints directly to the appropriate University personnel. This representative could also dispel some misunderstandings at Chamber meetings.[12] From this point of view, it would appear that a university-community joint planning group could make a real contribution to better reciprocal relations between the community and University. Such a group would supply needed information and allow citizens to express their anxieties and have misunderstandings clarified before they become magnified.

On the other hand, the pitfalls of having an organization represent a segment of the community's view is illustrated by the lack of knowledge most of the businessmen displayed as to the structure of the University. When asked by what means they would get their ideas to the University, a large proportion of the businessmen had no idea (see Table 5, page 50).

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[12]The situation has somewhat changed since the period when these interviews were conducted. The University now takes an active role in ODI (Oakland Development Incorporated) and several representatives of the Chamber of Commerce expressed concern that the University was focusing on resident needs and ignoring business interests. These Chamber members do not perceive ODI as an ongoing community planning organization for Oakland, but rather as a temporary organization to settle University-Oakland residents' conflicts. A Chamber representative attends ODI meetings, but businessmen still consider the Chamber of Commerce as their major vehicle for expressing businessmen's needs. The University

The businessmen who did make some suggestion typically named the Chancellor, rather than any of the other offices which might more appropriately serve their needs. Their dependence on the Chamber might account for their lack of awareness of the complex division of labor within the University. The Oakland residents, on the other hand, had a clearer picture of the many layers of Pitt's structure, suggesting that they had dealt with or were prepared to deal with the University as individuals rather than relying on an organization. This is not meant as a modification of the suggestion of the usefulness of an effective university-community organization, but rather as a reminder that part of the information needed in community groups relates to the structure of the University. To serve this purpose, information should not be confined to the substance of a specific issue, but rather should include information about University organization and processes.

This need for more visible ways to communicate with the University was expressed by many people and several respondents suggested that a University office should be established to deal specifically with questions from the public. This same idea was often expressed at the UUIP-sponsored community Forums. Many participants from the community called for some formally organized bridging device between the University and the community.[13]

In conclusion, these interviews point out the variety of ways people receive University news and interpret that news. Those who have some kind of direct experience with the University, such as local residents or business people, tend to interpret news articles about Pitt in light of their

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representative to the Chamber of Commerce has been given added responsibilities which take him out of Pittsburgh a great deal and prevent his attendance at Chamber meetings. Therefore, that channel of communication between the University and the businessmen has been somewhat cut off as of March of 1973.

[13] Gow and Salmon-Cox, op. cit.; and Baum, op. cit.

experiences with the University, experiences which have made many of them suspicious of the University's motivation in many activities. Therefore, any concerted effort on the part of the University to articulate its needs to its nearby neighbors will have to overcome past misunderstandings by working to build a trusting relationship.

Although each of the segments of the general public stressed different news media as their source of general and University news, all of the groups made great use of television as a source of general news, a medium still largely untapped as a communication channel for the University. The interviews with black residents of the Hill District brought out the point that many of them do not have access to the public press; however, many of these residents mentioned reading University publications, which they or their children pick up on campus. The University might consider making a wider distribution of some issues of University publications, especially issues most relevant to the black population.

Most of the respondents expressed a lack of information as to how to get their ideas to the University. Many could only suggest indirect means, such as public pressure through television, radio, the press, or civic organizations.

Although no clear picture of the expectations of the general public toward the University could be drawn from these interviews, one fact did emerge. The general public, like other constituents of the University, are divided in their opinions as to the roles a university should play. Most of the respondents of this general public sample had a rather vague idea as to what is possible in terms of the contributions a university can make to society. They felt that education is "good" and that the University of Pittsburgh is "doing a good job", but were unable to think of a university as anything more than a place to continue education beyond

high school. The debate on the roles a university should play will undoubtedly continue within the walls of academia for a long time to come; however, if the community at large is to be asked to support the university, the community will have to be given a much broader understanding of the various possible roles a university might play. In addition, the community will also have to be made aware of what the ramifications are if the university assumes added roles or chooses not to become involved in some areas of endeavor.

APPENDIX A

## The Interview

The interview questionnaire in its final form is the result of the experience gained from three pretests. The format of the questionnaire consists of three major parts: Part I includes a set of multiple choice and open-ended questions relating to facts and general attitudes concerning news media, higher education, and University-community interaction and roles; Part II consists of three sets of newspaper articles about Pitt, and questions relating to those articles; and Part III, which elicits some general background information about each respondent and the interviewer's special comments.

To elicit the responses to multiple choice type questions, the interviewer would read the question and give the interviewee a card with the possible choices. Any extra comments the interviewee made were recorded on the interview sheet. In the case of the open-ended questions (9, 10, 11, and 12; Part I), the interviewer would immediately write down in the space provided on the questionnaire the main points of the answer and write out a fuller report immediately after the interview.

For Part II, the interviewer had three sets of articles: Set 1, consisting of a single article published in a Pittsburgh daily paper and reporting, among other things, a financial agreement between city and University; Set II, consisting of three different newspaper articles reporting fairly extensively on three different activities carried on by Pitt or people affiliated with Pitt; Set III, consisting of eleven very short newspaper articles reporting about Pitt. (See page 64-69)

The interviewer asked the respondent to read the article of Set I following the format on page 62. As the respondent discussed the article,

the interviewer would check the appropriate categories on the code sheet (page 63). The code sheet is the one used to categorize news articles for all content analysis of the UUIP Communications Project.* By using the same codes in the interviews of the general public, a kind of validity check of research staff categorizing was provided. The code sheet also provided an easy means for the interviewer to record the responses to the article. Extra comments were also recorded on this sheet. The interviewer would then hand the respondent Card 4 and ask for a rating of the major activity as defined by the respondent.

The same procedure was followed for the articles of Sets 2 and 3, except that the respondent was asked to choose only one article out of the set.

Part III of the interview schedule was filled in by the interviewer after the interview.

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*Office of the Vice Chancellor for Program Development and Public Affairs, Research Report of Communications, Phase II, University of Pittsburgh, University-Urban Interface Program, June, 1971. The final Communications Report is in preparation for July, 1973 publication.

Part I: Multiple Choice and Open-Ended Discussion Questions

1. Which statement would you agree with most?

_____ a. The average American university of today is doing an excellent job of educating its students.
_____ b. I think that the average American university of today is failing to provide its students with a really good education.
_____ c. The average American university of today is doing as well as could be expected in educating its students.

2. Do you use any of the following media as sources for news and information?

| | Yes | No |
|---|---|---|
| Radio | _____ | _____ |
| Television | _____ | _____ |
| Pittsburgh Press | _____ | _____ |
| Pittsburgh Post-Gazette | _____ | _____ |
| University Publications | _____ | _____ |
| Friends | _____ | _____ |
| Other | _____ | _____ |

Specify: _____

Rank the following in order of their importance to you as sources of information. (It is sufficient to get first, second and last.)

3. About general matters and news:

| | |
|---|---|
| Radio | _____ |
| Television | _____ |
| Pittsburgh Press | _____ |
| Pittsburgh Post-Gazette | _____ |
| University Publications | _____ |
| Friends | _____ |
| Other | _____ |
| Do not get news | 0 |

4. About the University:

| | |
|---|---|
| Radio | _____ |
| Television | _____ |
| Pittsburgh Press | _____ |
| Pittsburgh Post-Gazette | _____ |
| University Publications | _____ |
| Friends | _____ |
| Other | _____ |
| Do not get news | 0 |

5. Do you think the following news media are accurate in their reporting on the University of Pittsburgh?

| | Most of the time | Some of the time | Never | Do not read |
|---|---|---|---|---|
| Radio | _____ | _____ | _____ | _____ |
| Television | _____ | _____ | _____ | _____ |
| Pittsburgh Press | _____ | _____ | _____ | _____ |
| Pittsburgh Post-Gazette | _____ | _____ | _____ | _____ |
| University Publications | _____ | _____ | _____ | _____ |
| Friends | _____ | _____ | _____ | _____ |
| Other | _____ | _____ | _____ | _____ |
| Specify: _____ | | | | |

6. What is the most recent news you heard about Pitt?

☐ Did not hear anything.

7. Through which of the following did you get that news?

| | |
|---|---|
| Radio | ____ |
| Television | ____ |
| Pittsburgh Press | ____ |
| Pittsburgh Post-Gazette | ____ |
| University Publications | ____ |
| Friends | ____ |
| Other | ____ Specify: _____ |

8. (Interviewer: Give interviewee Card 3 and ask him:)

"If you were a University administrator who was forced with an extreme cutback in budget for a year that would require cancellation of programs, which two of the following aspects of the University would you choose to maintain?"

1. Career training for health workers, social workers, librarians, teachers.
2. Special courses for poeple whose high school education has poorly prepared them for college. ____
3. Graduate training for doctors, lawyers, professors, etc. ____
4. Service projects to make use of University expertise to help with urban problems (health clinics, police training, pollution control). ____
5. Part-time evening study for adults. ____
6. A good four-year college education (liberal arts). ____
7. Research which leads to inventions or innovations. ____

"Which additional two would you bring back next year?"

9. What things not mentioned above would you consider the University of Pittsburgh should undertake (serve)?

10. What do you think would be the effects of the University of Pittsburgh leaving Pittsburgh?

11. If you had the power, what changes would you put into effect at the University of Pittsburgh?

12. What ways would you use to get your ideas (suggestions, complaints, or praise) to people at the University of Pittsburgh?

SAMPLE OF CARDS USED
FOR MULTIPLE CHOICE QUESTIONS



Card for Question One

The average American university of today is doing an excellent job of educating its students.

I think that the average American university of today is failing to provide its students with a really good education.

The average American university of today is doing as well as could be expected in educating its students.

Card for Questions 2, 3, 4, 5, and 7

Radio

Television

Pittsburgh Press

Pittsburgh Post-Gazette

University publications

Friends

Other

Do not get news

Part II: Readership Section

(Interviewer:) "Here I have a set of articles that were published in the local newspapers in Pittsburgh sometime during the past two years. All these articles mention the University of Pittsburgh.

"This first article appeared this summer in the _____. Would you please read it as you would normally read your paper."

(Interviewer: Hand article #1 to respondent. Have this sheet (page 5) and list of categories (page 6) in front of you. After respondent has finished reading, ask:)

"What information did you get from this article?"

(Interviewer: While respondent is answering this question, check his answer against the appropriate categories on page 6. Use your subjective judgment in interpreting his answer. If necessary, use any of the following relevant questions:)

a. Who do you think is the main person or group reported on?

b. What would you say is the main activity reported on?

c. Who do you think is the main person or group that would mostly be interested in or affected by this news?

d. What would you say is the activity orientation here?

e. What would you say is the activity image or central image here?

(Interviewer: Careful! These are cues. Use your judgment in phrasing additional cues to the last two questions.)

2. (Interviewer: Hand interviewee Card # 4, and ask:)

a. How would you personally rate this activity (mentioned in article)?

☐ Very good; ☐ Good; ☐ Neutral; ☐ Bad; ☐ Very bad

b. Do you think this is a good or bad activity for Pitt to do?

☐ Very good; ☐ Good; ☐ Neutral; ☐ Bad; ☐ Very bad

c. How would you rate Pitt's actual performance of this activity?

☐ Very good; ☐ Good; ☐ Neutral; ☐ Bad; ☐ Very bad;

☐ Do not know

# CONTENT ANALYSIS CODES

Article # ____

(Interviewer: Try and check as fully as possible the respondent's answer against the following categories. Remember: only the first two categories are exclusive. In all of the rest you could possible check more than one choice.)

University Orientation:
- Cosmopolitan ____
- Local ____

Image Orientation:
- Geared to scholars and liberal arts education (academic) ____
- Geared to skilled technicials and professionals (vocational) ____
- Representing interesting social life (collegiate) ____
- Presenting social change and innovation (non-conformist) ____
- Not any particular orientation ____

Activity Images:
- Technological ____
- Pure Natural Sciences ____
- Social Welfare ____
- Cultural Center ____
- Service to Business ____
- Pure Social Science ____
- Complex Organization ____

Actors:
- Pitt University Group ____
- Pitt Faculty ____
- Pitt Students ____
- Pitt Administrator ____
- Local Citizens or Organization ____
- Pitt Alumni ____
- Other ____

Activity:
- Cultural Events ____
- Faculty/Administrative Appointments ____
- Discovery ____
- Innovations ____
- Research Grants ____
- Action Grants ____
- Publications ____
- Activity with International Overtone ____
- Sports ____
- University Cooperation with Community ____
- Conflict between University and Community or Government ____
- Conflict Resolution ____
- Description of Explanation of Policy or Action ____
- Extra Curricular Activity, Related to Profession ____
- Finance ____
- Other ____
- No Action, Description or Analysis ____
- Conferences, Lectures, Meetings, Forums ____
- Conflict within the University ____

Targets:
- General Public ____
- Students ____
- University Administration ____
- Staff ____
- Academia ____
- Professionals ____
- Educators ____
- Researchers ____
- Medical Personnel ____
- Business ____
- Government ____
- Social Service Agencies ____
- Oakland Resident ____
- Church/Religious Group ____
- Blacks ____
- Ethnics ____
- International Groups ____
- Women ____
- Artists/Musicians/Writers ____
- Laborers ____
- Non-Urban Population ____
- Parents ____
- Police ____

PG June 3, 1972

## Mayor Is Pleased

# Pitt Agrees to Pay City for Services

The University of Pittsburgh has agreed to pay for municipal services to cover tax losses from property cleared for the construction of two new buildings in the area of old Forbes Field.

Mayor Peter Flaherty told the City Planning Commission yesterday that he was "happy to see this breakthrough in agreements" with non-profit institutions in the city.

BERNARD J. KOBOSKY
*"Catch-up projects."*

KIM FELLNER
*"Insensitive monuments."*

The mayor, who has opposed expansions that take more taxes off city tax rolls, told the commission that the agreement was reached last week with university officials.

IN A PLEA for approval of a conditional application for the project, Pitt Vice Chancellor for Public Affairs Bernard J. Kobosky emphasized that the school considered no similar land expansion in the future.

The university has been advised by the state not to expect an enrollment increase, Kobosky said, noting that the construction was needed as "catch-up projects" since enrollment has jumped 50 per cent from 1965.

He claimed that the university has faced serious overcrowding with costs for renting space in the area reaching about $300,000 a year.

IF THE UNIVERSITY does not build adequate facilities for its Law School, he warned that the school's accreditation could be in jeopardy.

While Kobosky noted the university's desire for community involvement in the planning, Kim Fellner of People's Oakland claimed that area residents "were forced to become amateur politicians and lobbyists" to defend their interests.

Dr. Ralph Coppola of the same organization added that the university's plans represent "a substantial threat to the community." Construction of the buildings, he said, "would create the domination of Oakland by the university."

CITY PLANNING Commission Chairman John Bitzer indicated that he hoped for a decision on the application for the buildings' construction by the commission's June 16 meeting.

Pitt wants to build a two-story addition to the rear of Lawrence Hall, a six-story School of Law building, an six-story building for a School of Education an School of Social Science.

Bitzer said that the commission decided to hold a special hearing on Pitt's plans for underground parking and traffic relocations because of the complexity of the issues.

Coded as on page 62 and page 63

Three Newspaper Articles
on Pitt Activity

DR. WESLEY W. POSVAR
*Announces new program at Pitt.*

10/24/70 PG

# Social Aides' Upgrade Plan To Stay at Pitt

Members of the New Professional Association of Pittsburgh were told yesterday that their career development program for improving the education of non-professional human service employes will become a permanent part of the University of Pittsburgh curriculum.

Dr. Wesley W. Posvar, Pitt Chancellor, told some 275 members of the association that beginning next September the school will cooperate with area community colleges to maintain 200 positions for "new professionals."

**Began in 1967**

Beginning in 1967, the program is aimed at helping non-professional community and social workers obtain professional degrees and university training while continuing to work.

Posvar, credited with being instrumental in getting the local program going, said that with some exceptions most students will attend the University part time receiving 18 hours of training during the year.

**His comments came as part of an all-day meeting of the Association at the Webster Hall Hotel, Oakland.**

During a luncheon address, Leroy Jones, of University Research Corp., Washington, D.C., told the audience that while the Office of Economic Opportunity has suffered a 50 per cent reduction of funds for next year, public service careers can still be developed.

**No Consensus**

"While there may no longer be a national consensus for job training, we can begin to fight locally for such programs," Jones said.

He said criticism of careers programs have resulted from the high costs of training and the fact that "no instant statistics are created."

**"Our main problem is that many programs have created jobs but not careers," Jones added. "Many companies and organizations have been mistakenly led to believe that we are satisfied with taking routine, mundane jobs.**

"The crux of the problem is whether the system advocates the wholesale distribution of welfare checks or the establishment of new and meaningful careers," Jones concluded.

The Association announced awards to individuals including Fred Fisk, one of the group's first college graduates and now a graduate student and worker in East Liberty-Garfield areas.

101

82 The Pittsburgh Press, Wednesday, November 4, 1970

*What They're Doing*

11/4/70

# Top Pitt Honor Goes To Dentist

The University of Pittsburgh has given its highest honor to a Pitt professor of dentistry who has achieved international fame.

Dr. W. Harry Archer, a faculty member of Pitt's dental school for 43 years, recently was named a University Professor, one of several honors he has received in the last three years.

Archer

Last May, he received the Pennsylvania Award, given to the dentist who contributed most to oral surgery. And last July, the Colegio Brasileiro de Cirrurgia e Traumatologia in Brazil honored him for meritorious service in the dental profession.

Archer has published four textbooks and 75 articles on oral surgery. He also is an honorary professor at universities in Tokyo, Cairo and Ecuador and has been a visiting professor in five other countries.

He plans to devote all of his time to writing and lecturing. At present, he is completing his fifth edition of "Oral Surgery," which has been published in seven languages.

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# Posvar Asks Moderation In Weaponry

## Pitt Chancellor Addresses Science Forum Here

A middle-of-the-road approach to control of nuclear weaponry was advocated by Wesley W. Posvar, University of Pittsburgh chancellor, last night.

Dr. Posvar, who specialized in arms control and disarmament when a professor of political science at the Air Force Academy, spoke to the Pittsburgh chapter of the Federation of American Scientists at Mellon Institute in Oakland.

Posvar said that he opposes neither the moralistic view, that war is wrong and that disarmament should proceed regardless of the actions of other nations, nor the rationalistic strategy, generally considered to postulate that the U.S. should maintain a destructive capacity greater than other nations.

**Rather, Posvar said, he opposes the extreme of either philosophy. He said that he would not advise either extreme pacifism or a totally rationalistic, almost mathematical approach to megatons and potential deaths.**

"I advocate the middle view," Dr. Posvar said. "It is one which is politically realistic and accepts the fact that deterrences can fail and also acknowledges that we must strive for a new system of international politics.

"This system," he added," cannot simply be wished into being on a poorly defined or abstract premise of international law or peace but rather must be a slow process of improving international communications.

"The shape of the future international system that will prevent nuclear war is invisible," Dr. Posvar said. "That is its only characteristic of which we can be sure at present."

Eleven Short Articles
on Pitt Activity

## Chet Huntley Speaks At Pitt Tomorrow

10/5 PG

Former newscaster Chet Huntley will address the University of Pittsburgh student body at 7:30 p. m. tomorrow in the David L. Lawrence Hall (formerly the Common Facilities Building) on the Pitt campus. He will discuss "Political Campaigns and the Mass Media: An Evaluation."

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## *Resents Pictures Of Pitt Students*

11/2 PG

I am writing to tell you I very much resented the pictures printed of Pitt students (P-G, Sept. 4). I have a son who is a student there and I was parked in front of the Cathedral of Learning about 15 minutes one day and I am sure the clean-shaven, decent-hair-and-clothing students outnumbered the look you printed so many pictures of. Your photographer could have shown this. No wonder the kids rebel. The only ones noticed and talked about are the type you did show very well. Kids like attention and a pat on the back, even clean decent ones of which there are so very many . . .

A. RANDEL

Ambridge, Pa.

35

43

## Conference To Discuss Health Care

9/16 PP

"Health Care in the Community" will be the theme of an all-day public conference Saturday at the University of Pittsburgh Graduate School of Public Health.

The conference, planned by para professionals working in the health field, will begin with registration at 8 a. m. Saturday.

Speakers will include:

✔ Edward Noroain, executive director of Presbyterian University Hospital. He will focus on the "Relationship of Administration to Paraprofessionals in Health Fields."

✔ Dr. Frank Reissman, director of the career escalation division of New York University, and co-author of the book, "The Indigenous Non-Professional."

Workshops will cover mental health, drugs, senior citizens, social diseases, prenatal and early childhood care, and alcoholism.

Paraprofessionals, such as health expediters, perform such jobs as informing administrators of comunity health care needs and informing neighborhood people of available health care services.

Further information is available by contacting Mrs. Bertha Petite, health care expediter at Presbyterian-University Hospital.

For home delivery of The Press, phone 263-1121.

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## Alcoholics To Be Topic

PG 11.4.70

Rehabilitation of alcoholics will be the subject of a six-day workshop next week sponsored by the University of Pittsburgh, the United Mental Health Services of Allegheny County and the state Health Department.

The workshop, to be held Sunday through Friday at the Shenango Inn in Sharon, Mercer County, will cover counseling alcoholics and their families, vocational rehabilitation and behavior modification.

Clergymen, doctors, social workers, counselors and correction officers are among expected participants.

The workshop is being organized by the Western Pennsylvania Institute of Alcohol Studies, operated jointly by the three sponsoring groups.

## Ehrenberg Gets New Pitt Post

9/18 PG

A.S.C. Ehrneberg, professor of marketing at the London Graduate School of Business Studies and an authority on European marketing, has been named Visiting Albert Wesley Frey Professor of Marketing at the University of Pittsburgh Graduate School of Business.

Prof. Ehrenberg is the first to fill the endowed chair which was established last spring and is named for the former dean of the graduate school.

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## Pitt Steps Up Slavic Studies

11/24/70 PP

Scholarships for students in Polish and other Slavic studies are now available from the Center for International Studies at the University of Pittsburgh.

John P. Wisniewski, vice chairman of the university's Polish Room committee, said Pitt has expanded its offerings in Slavic subjects and its outside activities, which include a Slavic club.

Besides Polish language courses, the university offers courses in Slavic literature, communist economic and political systems, and a certificate program in East European studies, Wisniewski said.

## Black Action Week at Pitt

11/4/70 PP

The Black Action Society of the University of Pittsburgh will hold its annual Black Week on the Pitt campus featuring lectures, poetry readings, musical entertainments and discussion groups.

Activities have been planned daily, Monday through Saturday of next week. Opening event on the week's program will be a talk on "The Gospel of Revolution" by Dr. Reginald Dockery, Pitt professor of philosophy, at noon Monday in the Student Union.

LeRoi Jones, poet, will present a poetry workshop at 8 p.m. Thursday in David L. Lawrence Hall and will appear with a black theatrical group at 8 p.m. Thursday at the same location.

The week's activities will close at 10 p.m. Saturday with a gathering in Webster Hall Hotel Oakland.

## Posvar to Address New Professionals

10/2 PE

Dr. Wesley Posvar, chancellor of the University of Pittsburgh, will be the keynote speaker Friday at the annual conference of the New Professional Association of Pittsburgh in Webster Hall Hotel, Oakland.

The New Professionals got their job start in various anti-poverty programs. The association says it has 900 members and that more than half are continuing their education.

95

## Pitt Abolishes English Course

10/15 PP

The requirement that freshman must take an English composition course has been abolished by a vote of the University of Pittsburgh's Faculty of Arts and Sciences.

The resolution, passed at an afternoon meeting yesterday, gives the English Department the responsibility of designing a program "which will provide adequate instruction in English composition. . . "

The change will go into effect Jan. 1.

## Brazilian Film Open To Public

10/25/70 PP

A Brazilian film, "The Hour and Time of Augusto Matraga," will be shown at 8:30 p. m., Wednesday in the University of Pittsburgh's David L. Lawrence Hall.

Sponsored by Pitt's University Center for International Studies and its area programs in Advanced Industrial Societies, Asian Studies, Latin American Studies and Russian and East European Studies, the film is open to the public without charge.

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## Pitt Given Ford Grant

The Ford Foundation has granted the University of Pittsburgh $385,000 for the establishment of a Council European Studies.

The objective of the council will be to further developme of European studies prograr among its eight member universities — Columbia, Harvard, Massachusetts Institu of Technology, Princeton, University of California, Yale, Michigan and Wisconsin.

Dr. Stephen Blank, assistar professor of political scienc at Pitt, will serve as executive director of the new council.

III. Interviewer: After you have left the interviewee, fill in the following as accurately as possible about the interviewee:

1. Age Bracket: Teenager ___ Adult ___ Middle-aged ___ Senior Citizen ___

2. Sex: Male ___ Female ___

3. Occupation: _____

4. Sample Category:

Blue collar ethnic ___
Oakland Business ___
Oakland Resident ___
Black Resident ___
None of the above ___

5. Interviewer: Write any special remarks that you think would be relevant to the interview and which were not covered by the questions:

APPENDIX B

## The Training Sessions

To insure a reasonable level of uniformity in conducting the interviews, the four interviewers and the project director participated in two training sessions.

The first session was used to describe the aims of the interviews of representatives of the general public and of the Communications Project in its broader context. The two interviewers who were not part of the UUIP staff were given the Preliminary Communications Report to read, which described more fully the concepts used in the research. The interview schedule was also discussed as well as instructions for gathering the sample for which each interviewer was responsible.

At the second training session, each interviewer conducted trial interviews with their interviewing colleagues. At this session, the special cues were discussed, such as eliciting a comment about the economic impact of Pitt as called for in Question 10 (page 60). Cues were also discussed for the readership portion of the interview. These cues were especially important in order to maintain the validity check aspect of the study. The interviewer was cautioned against forcing certain answers, and limits were set as to how far the interviewer could go in eliciting responses relevant to the content analysis code sheet. Key words were discussed for such concepts as "cosmopolitan-local" and the various image categories to help the interviewer know how to record the interviewee's responses.

The interviewers were also instructed to report to the project director after the first two interviews to go over the completed interviews in detail to assure that the interview was being properly recorded and that all four

interviewers were able to follow a similar line of questioning with their particular segment of the general public.